



Ribbon-Cutting & Grand Opening Support



Ribbon Cutting Ceremony

A ribbon-cutting ceremony is a symbolic event celebrating the grand opening, reopening, relocation, or major anniversary of a business or organization. It's a great way to generate buzz, draw media and community attention, and formally introduce your business to the public.

How It Works

1. Planning the Event

- *Date & Time: Choose a weekday during business hours (typically late morning or early evening) to allow maximum attendance.*
- *Location: Host it at your place of business or venue you are launching.*
- *Length: Keep the ceremony to 30–60 minutes.*
- *Invitees: Include Chamber members, local officials, business partners, employees, clients, media, and community members.*

2. Chamber Support

- *Chamber staff will bring giant scissors and ceremonial ribbon.*
- *The Chamber President, Board Members or Executive Director may give brief remarks.*
- *The Chamber will often help coordinate public officials if requested in advance.*

3. Ceremony Flow

- *Welcome & networking*
- *Remarks by owner(s), Chamber rep, or special guests*
- *Cut the ribbon (photo opportunity!)*
- *Tour or open house (optional)*
- *Light refreshments or giveaways (optional but encouraged)*
- *Photos & social sharing*

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What to Expect

- *A fun, engaging atmosphere with community support.*
- *Plenty of photo opportunities for social media, press, and your own records.*
- *Chance to introduce your brand/business and mission to the community.*
- *A boost in local awareness and credibility.*

How to Promote It

1. Pre-Event

- *Announce the event via email, website, social media, and flyers.*
- *Share the event on local community calendars and through the Chamber's platforms.*
- *Send press releases to local media.*
- *Create a Facebook Event or Eventbrite page.*

2. Day of Event

- *Have signage, branded materials, and a sign-in sheet.*
- *Use Instagram Stories, Reels, or Facebook Live to share real-time coverage.*
- *Encourage attendees to tag your business and the Chamber in posts.*

3. Post-Event

- *Share photos and a recap on your website, social media, and newsletter.*
- *Send a thank-you message to attendees.*
- *Follow up with new contacts.*